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Contract

Award of Carmarthenshire Financial Wellbeing Support Service

Carmarthenshire County Council

F21: Social and other specific services – public contracts

Contract award notice

Notice identifier: 2025/S 000-049397

Procurement identifier (OCID): ocids-h6vhtk-04d49d

Published 18 August 2025, 10:49am

Section I: Contracting authority

I.1) Name and addresses

Carmarthenshire County Council

County Hall

Carmarthen

SA31 1JP

Contact

Jackie Runacres

Email

jrunacres@carmarthenshire.gov.uk

Telephone

+44 1267234567

Country

United Kingdom

NUTS code

UKL14 - South West Wales

Internet address(es)

Main address

<http://www.carmarthenshire.gov.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0281

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Award of Carmarthenshire Financial Wellbeing Support Service

II.1.2) Main CPV code

- 75310000 - Benefit services

II.1.3) Type of contract

Services

II.1.4) Short description

Awarded: Carmarthenshire County Council is developing a new Financial Wellbeing service to consist of two Lots, Lot 1 being the delivery of a flexible, person-centred advice and support service to enable individuals and their carers to manage their money effectively and maximise their income. This Lot includes the provision of advice and support on welfare benefits. Lot 2 will be the delivery of an independent, confidential, debt advice service to help people address their problems with debt.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,054,546

II.2) Description

II.2.1) Title

Financial Wellbeing- Welfare Benefits and Income Maximisation

Lot No

1

II.2.2) Additional CPV code(s)

- 98000000 - Other community, social and personal services

II.2.3) Place of performance

NUTS codes

- UKL14 - South West Wales

II.2.4) Description of the procurement

Awarded: LOT 1

Tier 1 - Specialist information, advice, and support for welfare benefit

Tier 2 - Income Maximisation, supporting people who are in receipt of maximum level welfare benefits but who require support to manage their personal budget

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Financial Wellbeing- Debt Advice

Lot No

2

II.2.2) Additional CPV code(s)

- 98000000 - Other community, social and personal services

II.2.3) Place of performance

NUTS codes

- UKL14 - South West Wales

II.2.4) Description of the procurement

Awarded: Debt Advice and Support

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Form of procedure

Open procedure

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-006873](#)

Section V. Award of contract

Lot No

1

Title

Financial Wellbeing- Welfare Benefits and Income Maximisation

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 May 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

V.2.3) Name and address of the contractor

CARERS TRUST CROSSROADS WEST WALES LTD

The Palms, 96 Queen Victoria Road

Llanelli

SA152TH

Telephone

+44 1554754957

Fax

+44 1554758558

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £626,864

Total value of the contract/lot: £626,864

Section V. Award of contract

Lot No

2

Title

Financial Wellbeing- Debt Advice

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 May 2025

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

V.2.3) Name and address of the contractor

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SA152TH

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+44 1554758558

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £427,680

Total value of the contract/lot: £427,680

Section VI. Complementary information

VI.3) Additional information

AWARDED

(WA Ref:150889)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom